

PUBLIC INFORMATION OFFICER STUDY GUIDE

An examination for the class of **PUBLIC INFORMATION OFFICER** administered in **BOSSIER CITY** will consist of two parts which will be administered during separate exam sessions. The direct writing exercise will be administered during the first exam session at **8:30 A.M.** on **MARCH 17, 2004**, and a job simulation exercise will be administered during the second exam session beginning at **1:00 P.M.** on **MARCH 17, 2004**. You **must take both parts** of the examination in order to receive a grade. A complete description of the subject areas to be evaluated follows:

PART I

DIRECT WRITING EXERCISE

Ability to effectively communicate in writing in the form of reports, correspondence, or memoranda, by analyzing the problem and potential responses, gathering and organizing supporting data, and composing the written document to accomplish the desired objective.

This portion of the examination is a management simulation exercise. You will be asked to respond by letter to a particular problem based upon your police administrative ability and other information which will be provided to you. Your grade on this portion of the examination will be based not only on your writing skills, but also on your management skills in deciding how to handle the problem, and your public relations ability in handling a sensitive issue. The following dimensions will be used to evaluate your written response:

SUBJECT AREA/KNOWLEDGE

NO. 1 - WRITTEN COMMUNICATIONS:

Ability to communicate a particular message in written form by using appropriate syntax, correct grammar, and punctuation. Ability to appropriately organize the written communication.

NO. 2 - CONTENT PROBLEM ANALYSIS:

Ability to identify the problem, analyze relevant information while relating data from different sources, and determine appropriate response.

NO. 3 - INTERPERSONAL RELATIONS:

Ability to be sensitive to the concerns of others and have empathy for their point of view.
Ability to work in a politically charged atmosphere with political sensitivity, diplomacy, and tact. The appropriate response will maximize the public relations potential of the situation.

PART II

JOB SIMULATION EXERCISE

This portion of the examination is a management simulation exercise during which applicants will be required to make an oral presentation which will be video-taped. The oral presentation will address a job-related management problem. Each applicant will be assigned a specific time to report for this portion of the test, at which time written instructions will be provided. All applicants will be afforded an equal amount of preparation and presentation time. Scoring on this portion of the examination will be based on your communications skills, your management ability in deciding how to handle the problem, and your public relations skills in handling a sensitive management issue. In scoring your oral presentation, the following dimensions will be used by a panel of trained raters to evaluate this portion of your examination:

SUBJECT AREA/KNOWLEDGE

NO. 1.- ORAL COMMUNICATIONS

Ability to make an effective oral presentation by analyzing relevant data in determining speech content, organizing thoughts for an effective presentation, and using the principles of effective speech communications in making an effective and persuasive delivery.

NO. 2. - CONTENT PROBLEM ANALYSIS

Ability to identify the problem, analyze relevant information while relating data from different sources, and determine appropriate response, using relevant knowledge of fire service management.

NO. 3. - INTERPERSONAL RELATIONS

Ability to be sensitive to the concerns of others and have empathy for their point of view. Ability to work in a politically charged atmosphere with political sensitivity, diplomacy, and tact. An appropriate response will maximize the public relations potential of the situation.

The local civil service board should make this study guide available to all applicants in whatever manner the board deems appropriate.

While there are no provisions requiring this office to provide study guides for any competitive or promotional examinations, such material will be provided as a service to assist applicants in preparing for an examination. The State Examiner's office has no control whatsoever over the local availability of reference material (mentioned in the study guides), nor do we feel constrained to limit examination questions to only that material which is available locally. Examination content, weighting of subject areas, and length of examination, may vary with each administration of an examination to reflect any updated job analysis information. Percentages and numerical estimations are provided as approximations.